



**WORLD
MBA
TOUR™**
topmba.com

EDUCATION - MBA

EDITORIAL LINE-UP

DEADLINES

PUBLISHING

BOOKING

PROOF

DIGITAL READY MATERIAL

Saturday February 21st

Wednesday February 11th

Tuesday February 10th

Friday February 13th

5:00 pm

5:00 pm

3:00 pm

ECONOMIC DOWNTURN

The effects of the downturn in terms of the classroom & teaching the next generation of business leaders. Professors have been in demand during the market turmoil to give historical context both at school and to the news media.

SOCIAL ENTREPRENEURSHIP

Students and alumni are not only increasingly interested in recycling, reducing and sustainability, they're also interested in another face of business altogether. More and more students and b-school graduates are choosing to actively pursue "social entrepreneurship" - the joy of running their own company, coupled with the intrinsic reward of knowing they're doing something good for the environment and society.

JOB HUNT

The job hunt during the downturn: Universities Career Management offices help connect students with job opportunities during a downturn. Tips for finding jobs and setting yourself apart.

MBA INCREASE

With economic troubles, are more people deciding to go back to school instead of trying to get a job? MBA programs are receiving more applications and more inquiries from would be students. Are they going to let more into the programs? Or will the competition be more fierce for the same number of seats?

MBA - APPLICATIONS

What do you need to do to get into an MBA program? What is more important, grades or work experience? This article will ask schools what are the things they look for in candidates.

MBA - NICHE

The increase in tailoring of specific areas, example - MBA in health administration. The growth of specialty MBAs. programs. What are some of these programs? Who is applying to them?

WORLD MBA TOUR

